

TTB's ALCOHOL RESPONSIBILITIES

The Alcohol and Tobacco Tax and Trade Bureau (TTB) is a multi-mission Treasury Department bureau responsible for regulatory compliance in the alcohol and tobacco industries, and for the collection of firearms and ammunition excise tax.

As part of its alcohol responsibilities, TTB:

- ❖ Approves labels and monitors advertising.
- ❖ Regulates labeling, marking, packaging and branding of all distilled spirits, wine and beer sold in the United States.
- ❖ Regulates production in the United States and the importation of all alcohol beverages, including distilled spirits, malt beverages and wine.
- ❖ Ensures to the best of its ability that an alcohol beverage label accurately reflects the contents in the container.
- ❖ Approves the designation of American viticultural areas (AVAs).
- ❖ Checks alcohol beverages for compliance with Food and Drug Administration (FDA) decisions concerning food additives and colorings.

WINE LABEL REGULATIONS In the Code of Federal regulations (CFR)

Read more about the following regulations online at:

www.ttb.gov/regulations

- Alcohol Content** 27 CFR 4.36
- American Viticultural Areas** 27 CFR Part 9
- Appellations of Origin** 27 CFR 4.25
- Brand Name** 27 CFR 4.33
- Declaration of Sulfites** 27 CFR 4.32(e)
- Estate Bottled** 27 CFR 4.26
- Foreign Nongeneric Names Which Are Distinctive Designations of Specific Grape Wines** 27 CFR 12.31
- Health Warning Statement** 27 CFR Part 16
- Name and Address** 27 CFR 4.35
- Net Contents** 27 CFR 4.37
- Varietal designations** 27 CFR 4.23, 4.28, 4.91, 4.92, 4.93
- Vintage date** 27 CFR 4.27



TTB P 5190.1 (07/2006)

DEPARTMENT OF THE TREASURY

ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

WHAT YOU SHOULD KNOW ABOUT

GRAPE WINE LABELS



TTB
A proud past....A focused future

WHAT THE WINE LABEL TELLS YOU

As consumers become more adventuresome in their wine selections, they look to the label for more information. What makes one wine different from another? What is the dominant grape in the wine? Where were they grown? Although TTB regulations are quite detailed and only apply to wine of at least seven percent alcohol, this pamphlet contains enough basic information to assist the consumer in making an informed choice when buying wine. This pamphlet discusses wine made from grapes. Wine may be also made from other fruit and agricultural products.

BRAND

The brand name is a name used by the bottler to identify the product. Any brand name is acceptable if it does not mislead the consumer.

VINTAGE DATE

A vintage date on the label indicates the year in which the grapes were harvested. If a vintage date is shown on the label at all, an appellation of origin smaller than a country must also be shown. If an American or imported wine uses a state, county or their foreign equivalent as an appellation of origin, 85 percent of the grapes must be from that year; if a viticultural area or the foreign equivalent is used, the percentage is raised to 95 percent.

APPELLATION OF ORIGIN

Appellation of origin is another name for the place in which the dominant grapes used in the wine were grown. It can be the name of a country, state, county or geographic region called a viticultural area or their foreign equivalents.

A country, state or county appellation or their foreign equivalent on the label means that at least 75 percent of the wine is produced from grapes grown in the place named.

VITICULTURAL AREA

An American viticultural area is a defined grape-growing region with soil, climate, history and geographic features which set it apart from the surrounding areas.

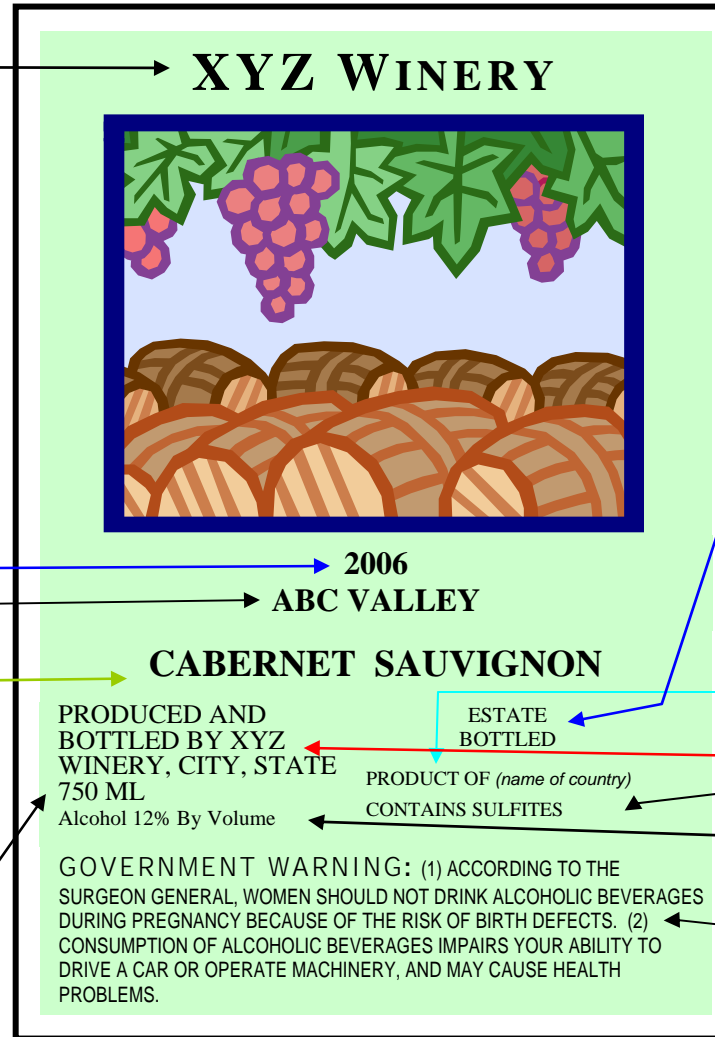
A viticultural area appellation on the label indicates that 85 percent or more of the wine was produced from grapes grown in the named area.

NET CONTENTS

The net contents of wine is stated in the metric system of measure and is the amount of product in the container.

VARIETAL DESIGNATIONS

Varietal designations are the names of the dominant grapes used in the wine. Cabernet Sauvignon, Chardonnay, Zinfandel, and Merlot are examples of grape varieties. A varietal designation on the label requires an appellation of origin and means that at least 75 percent of the grapes used to make the wine are of that variety, and that the entire 75 percent comes from the stated appellation of origin. (Except "Vitis labrusca" grapes, such as Concord, which require 51 percent).



OTHER DESIGNATIONS

Wine labels are not required to bear a varietal designation. Other designations may be used to identify the wine. Examples are Red Wine, White Wine, Table Wine.

Some imported wines are designated with a distinctive name which is permissible only on specific wines from a particular place or region within the country of origin, for example, Asti Spumanti from Italy and Bordeaux from France.

ESTATE BOTTLED

"Estate Bottled" means that 100 percent of the wine came from grapes grown on land owned or controlled by the winery, which must be located in a viticultural area. The winery must crush and ferment the grapes, finish, age, process and bottle the wine on their premises. The winery and the vineyard must be in the same viticultural area.

NAME AND ADDRESS

The name or trade name and address(es) of the bottler or importer must appear on the label. Domestic wines will state "Bottled By:" followed by the name and address of the bottler. Imported wines will state "Imported By:" followed by the name and address of the importer.

Domestic wines may have this statement further qualified with terms such as "Produced", meaning that not less than 75 percent of the wine was fermented at the stated address, or "Vinted", which means that the wine was subjected to cellar treatment at the stated address.

COUNTRY OF ORIGIN

A country of origin statement is required on all imported wines. For example, "Product of (insert name of country)".

ALCOHOL CONTENT

A statement of alcohol content in percent by volume appears on most labels. As an alternative some bottlers prefer to label wine with an alcohol content between 7 and 14 percent as "Table Wine" or "Light Wine."

DECLARATION OF SULFITES

Required on any wine intended for interstate commerce that contains 10 or more parts per million (ppm) sulfur dioxide. Not required for wines only sold in intrastate commerce.

HEALTH WARNING STATEMENT

Required on all alcoholic beverages containing .5% or more alcohol by volume. "GOVERNMENT WARNING" must appear in capital letters and bold type. The remainder of the statement may not appear in bold type. The statement must be separate and apart from all other information.

GENERAL REQUIREMENTS

All mandatory information is required to be shown in readily legible printing and on a contrasting background. All mandatory statements on a 750ml bottle, except the alcohol content statement, must appear in printing no smaller than 2mm. The alcohol content statement is required to be from 1-3mm in height regardless of container size.